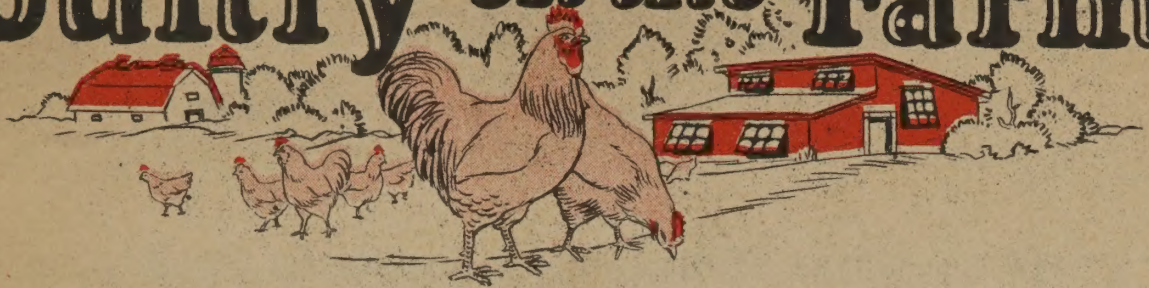


Poultry on the Farm



IF YOU will give your poultry the proper care and attention and keep a careful record of costs and receipts, you will find that they are the best profit-producers on your farm.

Few farmers appreciate the opportunity they have to make money from poultry—too many look upon poultry as just a “side line” to supply eggs for the table, with an occasional “broiler” or roast for the Sunday dinner.

Do you know that the value of poultry products produced on farms is greater than that of dairy products?

Do you know that the total value of farm poultry products is over a billion dollars every year?

Do you know that every year it exceeds the value of the nation's wheat crop by \$300,000,000?

The demand for poultry and eggs is growing every year. With these facts in mind, every farmer and poultryman should give to his poultry flock the consideration it deserves.

Our suggestion is to raise more poultry. Most farmers should have flocks double the size they now have. It requires but little more time to care for double the number, and the profits will be much greater.

Moorman Mfg. Co. Quincy, Ill.

The MoorMan Method

THE MoorMan Method of Raising Better Poultry has opened the door to new and greater opportunities for poultry profits. There is nothing mysterious or complicated about The MoorMan Method—it is simply the application of practices which we have found by much experimental work will make any flock far more profitable.

The MoorMan Method is no longer an experiment—it is a tried and tested plan that has definitely proven to be the means of greatly increasing poultry profits. Not only has this been proven on flocks on our own Experimental Farm, but also in the pens and flocks of thousands of enthusiastic poultry raisers who have adopted it and found in it the solution of their poultry problems.

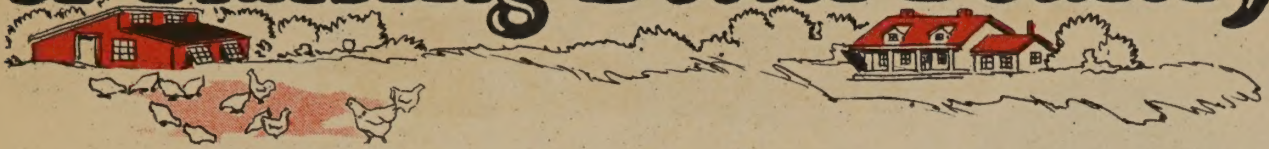
The MoorMan Method is easy to follow—no radical change from methods that you now use, and find good, is required. In a nutshell, here's the MoorMan Method: First, ridding your poultry of worms, because worm-infested poultry cannot be profitable. Second, supplying your flock with all of the *RIGHT* kind and *RIGHT* amount of Minerals, because it is now known as a positive fact that fowls of all ages need minerals in addition to the regular grain and mash feeds.

On the following pages we tell you how worms and lack of minerals rob you of poultry profits—we also tell you how you can get rid of worms by

the MoorMan Method and how the MoorMan Method supplies all the necessary minerals.



of Raising Better Poultry



IF YOU are not now following the MoorMan Method, carefully read the following pages and by all means start NOW. The extra profit resulting from the MoorMan Method will be a revelation to you — we have yet to hear of any poultry raiser who failed to get fine results after following this plan. Our problem is not in getting the results, but in getting some poultry raisers to see the need of the things the MoorMan Method advocates. Because they have had some success with poultry, they are slow to adopt new methods. Success in the poultry business means courage to adopt new, modern methods that have been proven superior to the old.

The Moorman Manufacturing Company is the largest concern of its kind in the world—it is a business built on *SERVICE*. Our Experimental Staff and Research Department are constantly striving to give to our patrons knowledge that will help them make more money. We are proud of what we have accomplished—we know that the knowledge we have gained and given to our customers has enabled them to each year make millions of *EXTRA* dollars that they would not otherwise have.

We mention this simply to assure you that when the Moorman Manufacturing Company offers you The MoorMan Method of Raising Better Poultry, you can depend on it and know it will pay you to follow it. The MoorMan Method is making *EXTRA* money for thousands of other poultry raisers and it will do the same for you.



Worms in Poultry



WORMS in poultry are very common.

However, because worm symptoms are so similar to those of other common poultry troubles, the poultry raiser many times does not suspect worms, but attributes the trouble to some other cause and serious losses occur because of improper treatment.

Our experimental and research work has been so far-reaching and thorough that we are now able to make the positive statement that fully 50% of all fowls are infested with worms. Our own experience is substantiated, too, by various State Experimental Stations. Missouri is one of the greatest poultry raising states in the Union and the Missouri Experiment Station is one of the foremost authorities on poultry problems. Severet Erickson of this station has the following to say about worms in poultry:

"Fowls heavily infested with worms are much more susceptible to other diseases. Intestinal parasites are directly or indirectly responsible for more than 50 per cent of poultry losses."

Wisconsin Agricultural College Says:

"Intestinal worms are exceedingly prevalent in Wisconsin chickens, so prevalent, in fact, that some poultry farms are faced with the necessity of either changing their methods or going out of business."

Dr. B. F. Kaupp, of the North Carolina Experiment Stations, says:

"Round worms are the most common of the intestinal parasites. The small round cecal worm may be found in the ceca of more than 80 per cent of the fowls and 50 per cent of adults. There are over thirty varieties of tape worms reported infesting poultry. All of them are to be found in the intestines."

Worms may be present in birds which show every evidence of being in the pink of condition. We have seen instances where the owners declared their birds had no worms and yet were found to be 80% intested. Worms may not always show in the appearance of your flock, but will surely show in the decreased profits your birds produce.



**103 Round Worms Taken
from One Hen**

Proof That All Flocks Are Worm Infested



IN February, 1926, we decided to find out just how extensively the average flock is infested with worms. To get the facts on this we conducted experiments in flocks on nine different farms in Adams County, our home county. On each farm we supplied two coops with metal bottoms to catch the worms and in each case placed twenty old hens and twenty young hens in separate coops.

We did not attempt to locate particularly unthrifty flocks, but went to many of the best farms in the county. Most of these flocks were *apparently* in good condition. Each group was wormed with MoorMan's CleanSweep Worm Expeller to determine whether or not they were wormy. Below are the results of these experiments.

20 Young Hens Wormed on Each Farm		20 Old Hens Wormed on Each Farm	
No. Round Worms Expelled	No. Tape- Worms Expelled	No. Round Worms Expelled	No. Tape- Worms Expelled
Wm. Mittleburg	18	0	4
A. H. Mittleburg.....	44	22	2
H. Speckhart	8	10	12
Jansen	6	7	3
F. W. Brickman.....	22	7	15
Andrew Tappe.....	15	10	25
E. S. Sinnock.....	18	8	12
Steinkamp	54	20	2
L. Mittleburg.....	23	5	6

Facts Shown by the Above Experiment

FIRST—The fact that this test was made in February indicates that all fowls are more or less wormy the year round.

SECOND—Old chickens are not as badly worm infested as young. The greatest damage being done by worms is in the first or growing year.

THIRD—More worms were found in some hens than others, but all must be wormed in order to make sure the flock is free of worms.



Which of these birds is wormy? All are from the same flock, and each is 8 weeks old. It is pretty sure that the two to the left are wormy, but what about the third? Since it is from the same flock, it probably is infested, also. It pays to worm *all* your birds.

The MoorMan Way Makes Poultry Pay

***HOW** Worms Destroy Poultry Profits*



WORMS cause a slow, toxic poisoning to every infested fowl—rob your birds of their vitality—retard their growth—diminish egg production, but worst of all, slowly but surely lay the foundation for diseases that cause tremendous money losses. You can't make money with worm infested fowls; by that we mean you can't make the money that your flock should produce for you as long as they are infested with these profit-destroying parasites.

Practically every raiser of poultry realizes the importance of keeping his fowls free from body lice and mites, and yet, destructive as these parasites are, they are not nearly so great a factor as worms in destroying the profits of your flock.

Tape worms and round worms deprive the birds of feed which they have partly liquified and digested.

While all worms consume the feed that your fowls should be getting, yet their greatest injury is that they disturb the entire digestive tract and give off a poison that harms the entire system. Mites and lice are bad enough, but this problem is very well under control and worms today are doing many times the injury to poultry that mites and lice are doing

On the next page we tell you how to rid your flocks of these feed-consuming, health-destroying pests.



How MoorMan Method Takes Care of the Worm Problem

BECAUSE worm-infested poultry cannot possibly produce as well, or keep as healthy as if they were free from worms, we believe that any profitable method of poultry raising should provide some efficient way of handling the worm problem. The MoorMan Method of raising better poultry does this most satisfactorily.

In fact, properly handling this problem is so important that it is the very first step in the MoorMan Method. A great deal of experiment has shown that the MoorMan Method is one of the greatest helps given to poultrymen who are interested in greater profits. If you decide to follow this method — if you are really interested in making more money — **YOU MUST FIRST WORM YOUR FLOCK.**

In order that you may do this effectively we furnish *CLEAN-SWEEP* Worm Expeller, a product which we produced after a great deal of experimental work to discover a remedy for this worm scourge that would positively get rid of the worms and still not harm the fowl.

On next page is described a sure, safe and effective method that will solve your poultry worm problem, once and for all.



MoorMan's Clean Sweep Worm Expeller



CLEANSWEEP Worm Expeller is, we believe, as nearly 100% efficient as can be produced. It has been the means of helping thousands of poultry raisers to recondition their flocks and put them back in the profit class.

CleanSweep Worm Expeller everywhere is getting results that were not even considered possible before it was developed. CleanSweep does just what its name implies: it makes a clean sweep of the worms.

The MoorMan Method calls for the worming of each fowl individually, by the use of a syringe, which we supply. In this way each fowl is sure to get the right dose. Mixing drugs with feed or water is *not* a satisfactory way to worm poultry. It seldom has the desired effect, as the birds that need the treatment worst are the most unthrifty and consequently eat the least of the preparation.

Giving each bird the right dose of CleanSweep individually is the only *SURE* and *CERTAIN* method. It is simple and easy. Two persons can worm about 150 birds an hour. This method takes away all uncertainty and insures cleaning up the whole flock.

We recommend worming your fowls when they weigh from 1 to 2 lbs., but if you have never used CleanSweep, worm your whole flock, old and young.

Any kind of extra handling of heavy layers may throw them off for a short time, consequently, worming of hens should be avoided in the heaviest laying season. However, frequently the worming of poultry starts them at once to laying a larger number of eggs.

Even though you have never even suspected that your fowls have worms, the chances are 3 to 1 that they have, and the cost and trouble of worming is so small that you can't afford to take chances by neglecting this simple, but important *FIRST* step in the MoorMan Method of Raising Better Poultry.

Minerals Are Poultry's Greatest Need



POUULTY experts are all agreed that poultry of all ages need minerals in addition to what are contained in grain or mash rations. All grain feeds are deficient in minerals, the vital health giving, growth promoting element that enables you to make a great deal more money from your poultry.

As shown by recent investigations and experiments, the need for an adequate supply of mineral elements in the poultry ration has become more strongly emphasized than ever before. All animals need minerals, yet it is probably a fact that poultry need them more than any other form of animal life, because of the quick growth and heavy production of chickens.

That's why the MoorMan Method of Raising Better Poultry provides for supplying this vital and necessary element in the form of MoorMan's Poultry Minerals — a scientific combination of the 12 different minerals poultry need in addition to what they get in their regular feeds.



After you have wormed your flock with MoorMan's CleanSweep Worm Expeller and cleaned their intestines of these parasites, follow immediately by feeding MoorMan's Poultry Minerals. You will find these two products will add many dollars to your poultry profits each year — put life and health in your flock and extra dollars to your credit at your bank.

The MoorMan Way Makes Poultry Pay

What Leading Poultry Authorities Say About Value of Minerals

PRACTICALLY all of the highest authorities on poultry feeding recognize the necessity of supplying poultry with minerals in addition to the regular feeds. Dr. B. F. Kaupp, of the North Carolina Agricultural Experimental Station, in an article in the August, 1925, issue of American Poultry Journal under the heading, "A Deficiency of Minerals Means Poor Growth," made these statements:

"The birds must have proper kinds of minerals and these minerals must be in proper amounts in order that the body may build itself and bodily functions may go on within . . . A deficiency of lime salts and phosphates in the young bird and in the laying hen causes rickets."

The Poultry Tribune for January, 1927, says:

"A number of poultrymen cannot obtain these ingredients (speaking of mineral mixture ingredients) easily, and for them it is much more satisfactory and economical to use a commercial mineral mixture. Manufacturers have worked a long time and done much experimentation in order to evolve a successful and satisfactory commercial mineral mixture and this is now being used by a large percentage of commercial poultrymen with excellent results."

Again, in the September 3rd issue of the Iowa Homestead in their Poultry Department, the following statements were made under the heading "Minerals for Bone Making":

"Minerals comprise the most important part of the bone. When chicks come out of the shell there is little mineral in their bones and they are soft and pliable. Mineral salts are deposited as the chick grows and the bones begin to stiffen and form the framework of the body."

In view of the fact that State Experiment Stations and poultry experts are all agreed on the value of minerals in the poultry ration and the fact that experiments and tests on our own Experimental Farm have enabled us to perfect a poultry mineral that greatly increases poultry profits, you owe it to yourself to use it on your flocks. MoorMan's Poultry Mineral is not an expense — it is an investment and will bring you back many dollars in extra profits on your flocks.



MoorMan's Poultry Minerals



Supplies All the big Vital Factors Lacking in all Poultry Rations

BY developing MoorMan's Poultry Minerals, we believe we have given to poultry raisers one of the best helps that has ever been provided for producing maximum growth of young stock—increasing the general health condition of the entire flock—and increasing egg production. The reason MoorMan's Poultry Minerals is such a good money-maker for the flock owner is that it supplies *all* the minerals lacking in ordinary poultry rations.

The authorities quoted on the opposite page, and many others, have all proved conclusively that minerals should be given to poultry in addition to their regular feeds. Their research work has shown beyond any question, that the regular poultry rations do not contain ALL of the minerals poultry need, and that best results are secured when the proper kind of minerals are added. Poultry will eat only a very small amount of MoorMan's Poultry Minerals, but the good accomplished by this is beyond measure.

At a very low cost we are able to furnish you highly digestible mineral feed containing all the minerals your poultry need. MoorMan's Poultry Minerals supply those mineral elements so necessary to even the best ration you can feed. It contains, in all, 13 ingredients, as follows:

Steamed bone meal
Bone black
Limestone
Rock phosphate

Sulphur
Sulphate of Iron
Iron oxide
Copper sulphate
Sodium sulphate

Manganese sulphate
Salt
Iodine
Charcoal

Don't take a chance on feeding a ration which is deficient in the minerals when for only one-twelfth of a cent a day you can make sure that every fowl in your entire flock is getting the minerals it needs.



A Time and Money Saver *as well as* a Big Profit Maker

WHEN you adopt the MoorMan Method you save the money you formerly spent for oyster shell, charcoal, tonics, etc., because when feeding MoorMan's Poultry Minerals these are not necessary, except in the case of calcium for very heavy layers. If desired, you may continue to feed either oyster shells or limestone as they will do no harm and a few extra heavy layers may be benefited by this extra calcium. MoorMan's Poultry Minerals do not replace grit.

MoorMan's Poultry Minerals are *complete*—they contain *all* the minerals that your poultry need. MoorMan's Poultry Minerals act as a general conditioner to your entire flock; they regulate the bowels—prevent reaccumulation of worms—build bone, flesh and feathers—make egg shells.

Thus when you adopt the MoorMan Method you not only simplify your feeding methods—relieve yourself of lots of extra work and trouble, but you also save money and have the added satisfaction of being able to actually see a marked improvement in your flock and enjoy the extra profits that are sure to follow.

Supply your flock with MoorMan's Poultry Minerals and you will never need to buy tonics and poultry "remedies." MoorMan's Poultry Minerals help keep your flock free from disease because it builds up their resistance powers—gives them vitality and vigorous health so that they are not so susceptible to the many common poultry ailments.



Young Chicks Need *MoorMan's Poultry Minerals*

JUST as soon as your chicks are old enough to begin to eat, they need MoorMan's Minerals.



If you want these fluffy little balls of down to grow into big, sturdy broilers and early laying pullets, begin feeding them MoorMan's Poultry Minerals in your Chick Starter.

We have put into MoorMan's Poultry Minerals certain ingredients that young chicks need—elements that aid and agree with their delicate digestive organs; mineral ingredients that build a big frame, as well as help them grow faster.

When you see young chicks picking their toes—when there are cases of leg weakness in the brood—when they seem to lack vitality—it is a very sure sign that they need some of the many minerals contained in MoorMan's Poultry Minerals.

You start *MAKING* or *LOSING* money on your poultry just as soon as your chicks are hatched. You have to raise them before they can make you money. If you will adopt the MoorMan Method and begin feeding MoorMan's Poultry Minerals to your young chicks, you will save lots of chicks that would otherwise die.

It costs money to hatch a chick—surely it pays to spend a little more to insure raising them—especially when the money spent for MoorMan's Minerals is saved over and over again in the faster growth and quicker development of mineral-fed chicks.



Moor Man's Poultry Minerals *Produces Faster, Healthier Growth*

THE illustration at the right shows the framework of a growing chick. This framework, like the frame of a building, must be built strong and sturdy if it is to support the body of a big, strong, healthy bird.



Young chicks naturally grow very rapidly—they grow to maturity quicker than any other farm animal — therefore they need large amounts of mineral to build a bony framework, strong and substantial enough to carry the flesh that your grain or mash feeds produce.

MoorMan's Poultry Minerals is absolutely essential if you want your growing birds to make fast, healthy growth and develop into early-market broilers and early-laying pullets.

Follow the MoorMan Method—mix MoorMan's Minerals daily with your other feeds, and watch 'em grow. You'll be surprised with their rapid growth—you'll never try to raise growing birds without MoorMan's Minerals after you have once tried it and have seen the beneficial results that always follow.



7 Ways MoorMan's Poultry Minerals Makes You Extra Profits

HERE are 7 specific benefits that will come to your flock from the feeding of MoorMan's Poultry Minerals. All of these, taken together, mean much extra profit for you.

1. *Supplies all needed minerals for building bone, flesh, feathers.*
2. *Aids growth of all young fowls.*
3. *A big help in getting all fowls through the molting period.*
4. *Helps greatly to prevent the accumulation of worms.*
5. *In large numbers of cases it immediately increases egg production—in all cases will cause hens to lay more eggs throughout their lives.*
6. *Increases fertility of all eggs—also increases their hatchability.*
7. *Decreases death loss of all fowls by making them healthier and hardier—more disease resistant.*

These results in your flock are sure and certain, and they will entirely satisfy you that you are getting a good, big profit from the feeding of MoorMan's.

It Costs Only 1c per Bird for Each 12 Days

It Pays



Because MoorMan's Poultry Minerals supplies *all* the minerals your birds need, it produces results that are out of all proportion to its small cost. Your birds will eat only about one-fourth pound of MoorMan's Poultry Minerals per fowl per month, and on the average the cost of this is only one-twelfth cent per day per bird. Because MoorMan's is able to make a complete mineral mixture at such an insignificant cost, accounts for the fact that the feeding of MoorMan's pays such astounding profit. A nominal increase in the health of your flock and in the production of just a few hens will very likely pay for the cost of minerals for your entire flock.

It is very conservatively estimated that your return from MoorMan's Poultry Minerals will be at least \$2.00 for every \$1.00 you invest. In addition to this, you will have much less trouble with your birds and a much higher state of health the year round.

The MoorMan Way Makes Poultry Pay



MOORMAN'S EXPERIMENT FARM

100 Acres of experimental pens and lots entirely devoted to mineral feed research. Hundreds of livestock and poultry are used in tests every year. The largest mineral mixture experimental station in the United States.

Here tests are made very carefully and the results are closely checked to make sure we use the kind, quality and proportion of ingredients to produce best results for you.

Poultry Experiments

Hundreds of birds have been used in testing for efficiency in developing MoorMan's CleanSweep Worm Expeller for Poultry. This product comes very close to 100% efficiency.

In developing and improving MoorMan's Poultry Minerals hundreds of fowls are kept on feeding experiments in many different pens on the above farm. In addition to this *VERY*

EXTENSIVE experimental work, we are conducted by the State Experiment Stations and research men.

In using any of MoorMan's products you can depend upon getting results that will count—results that are sure and certain.



The Magic of Sunlight

Science has now given us the reason why sunlight has such health giving properties. It develops Vitamin "D" in the body.

Also, science has discovered that the chief function of this vitamin is to help all animals to make better use of the minerals they are given.

Provide plenty of direct sunlight—not through glass—MoorMan's Poultry Minerals, keep all quarters clean, feed MoorMan's Poultry Minerals, feed a good balanced and make sure of proper ventilation, feed a good balanced ration and you will be doing everything possible to prevent tuberculosis and all other diseases, as well as to make poultry raising a good, profitable business.



Big Poultrymen Are Heavy Feeders of *MoorMan's* Poultry Minerals

IT'S in the large flocks where poultry is the main or only source of income that the proper feeding of the birds receives the greatest care and attention. For a long time these big poultry raisers have realized that the various methods of feeding poultry lacked the necessary mineral balance that makes for maximum health, growth and profits. It is this type of feeder who has realized most quickly the big profits to be made by feeding MoorMan's Poultry Minerals.

The H. A. Moyer Farm at Syracuse, N. Y., is one of the largest poultry farms in the state of New York and one on which thousands of chickens are kept constantly. This farm has learned of the tremendous value of MoorMan's Poultry Minerals and feeds it regularly.

Mrs. S. W. Crossman is one of Illinois' biggest feeders. Her farm is located at Warrensburg, Ill. She, too, has made tests with MoorMan's Poultry Minerals and here is what she says about it:

"I have been using your Poultry Minerals for some time and it has given good satisfaction. I am sure it helps in several ways, such as improving the firmness of the egg shell and it also helps them in the molt, as the hens do not get so featherless. It helps to keep up the vitality. You will know what I think of it, as I have bought my second order, which was 500 pounds."

Regardless of the size of your flock or the number of chickens raised every year you can get profits just as surely as these big raisers do. The adding of MoorMan's Poultry Minerals to your ordinary feeds invariably makes for healthier birds—more eggs—and, therefore, greater profits.





White Leghorns Averaged Over $1\frac{1}{2}$ lbs. at 8 Weeks of Age

**Says Mr. Bolton, Manager of the A B C Poultry
Farm, West Alexandria, Ohio**

THIS farm is recognized nationally as one on which only sound poultry practices are used. Every year the United States Government sends a large number of people to take an educational course at this farm. Naturally, everything that is done on this farm is based on results secured. They have thoroughly tried out MoorMan's Poultry Minerals and have found it a necessity in better poultry raising. Read this letter, signed by the manager of the farm:

*Moorman Mfg. Co.
Quincy, Illinois*

West Alexandria, Ohio.

Dear Sirs:

We have fed your MoorMan's Poultry Minerals to breeding hens with very satisfactory results, and will continue feeding it.

We have fed your Mineral Feed to 5,300 baby chicks and did not lose over 120 from the whole number, which is nearly 300% less death loss than we have ever had before. Also, we just marketed 2,400 broilers averaging over $1\frac{1}{2}$ lbs. at 8 weeks old, which is an unusual weight for white leghorns, even though we have developed the largest type of leghorn. $\frac{3}{4}$ lb. average is usually considered a good weight at 8 weeks old.

We feel that we can fully recommend your feed and have just placed our second order for 1,000 pounds.

Yours very truly,

(Signed) M. C. BOLTON.

You, too, can cut down your death loss and produce faster and healthier growth of your chickens by the use of MoorMan's Poultry Minerals. Your pullets will start laying earlier and your entire flock will keep in a much healthier condition.



Another View of A B C Poultry Farm

Proof That the MoorMan Method Pays



ON this and the following page we reproduce a few more of the many statements we have received from poultry raisers telling of the better results they get since adopting the MoorMan Method. What the MoorMan Method is doing for thousands of poultry raisers it will also do for you.

Thos. Booth, Route No. 5, Fairmont, Minn., says:

"MoorMan's CleanSweep produced the desired results for me. The Poultry Mineral has increased my egg production — before we started to feed your Minerals my hens were not laying at all and were sick and dying. Now they are well and we are getting more eggs every day."

"I got results from your CleanSweep Worm Expeller and am getting more eggs since feeding MoorMan's Poultry Minerals. The hens seem to hustle more and get up in the morning. I think your Minerals are all right."

F. S. GRUBB, Scottsville, Kan.

"Glad to say that we got good results with MoorMan's CleanSweep Worm Expeller. We think MoorMan's Poultry Minerals are very good. Our chickens all look fine and are laying very good."

*G. H. AUSTIN,
Route No. 4, Camp Point, Ill.*

H. C. Fredericksen, Route No. 1, Hamlin, Iowa, says:

"I am getting 50 per cent more eggs since I started feeding MoorMan's Poultry Minerals. It sure puts the pep into them and makes them look fine. MoorMans CleanSweep Worm Expeller also got some good results for me."

Carder Brothers, Rutledge, Missouri, are big poultrymen, specializing in White Leghorns. They found that MoorMan's produces a real profit for them. Here is a letter they have just sent us:

"Since using your Poultry Minerals we have had better luck with our flock than for the last 10 years. We put off 4,000 baby chicks this year and have never had as strong chicks. We raised 95% up to three weeks old. Our eggs for hatching were the best we have ever had—92% fertility, 80 to 85% hatch.

"Sold 300 Leghorn cockerels 9 weeks old, weighing 1¾ lbs. We make up all of our laying and growing mash and by using MoorMan's Poultry Minerals think there is none better."

(Signed) CARDER BROS.



1500 8-weeks-old chicks raised by Carder Bros., Rutledge, Missouri, and fed MoorMan's Poultry Minerals (See their letter above)

More Proof

"I got excellent results with the MoorMan's Worm Expeller and I believe that MoorMan's Poultry Minerals is the cause of my 75 per cent increase in egg production. My chickens are the healthiest I have had in years."

HERMAN LANGEN,
Morrisonville, Ill.

"We sure did get results with MoorMan's CleanSweep Worm Expeller. Also the MoorMan's Poultry Minerals has increased my egg production and improved the health of my flock. I get about 20 eggs more a day than we did last winter from about the same number of hens."

JOHN ZEIMET,
Route No. 1, Bode, Iowa.

"We got very good results when we used your CleanSweep Worm Expeller. Our flock of poultry was in a run-down condition when we treated for worms. The birds are now doing fine in regard to their general health and vitality, and we are expecting better results in egg production in a short time. We are very well pleased with the results of your products and expect to continue their use."

T. J. ODELL,
Route No. 1, Virden, Ill.

"My hens did not look good when I began feeding MoorMan's Poultry Minerals, and I would lose one or two a week. I have not lost one since I started to use MoorMan's Poultry Minerals and Worm Expeller, and my hens are laying fairly good."

W. A. VAUGHAN,
Route No. 2, Aurora, Ill.

"My hens have been fed MoorMan's Poultry Mineral ever since it has been on the market. During this time they have been in exceptionally good health and vigor. As an aid to egg production, MoorMan's is, without a doubt, the best on the market."

J. C. KLINE,
*Fruit Hill Poultry Farm,
Crystal Lake, Ill.*

Henry Schroeder, Onarga, Ill., says:

"I got results with MoorMan's Worm Expeller and although I can't tell how much my increased egg production is, I am satisfied I am getting a good extra supply. My flock looks healthier and the loss has been very low so far this winter. I think MoorMan's Minerals is O. K."

Mr. Albert Bauer, Falls City, Nebr., says:

"Your CleanSweep Worm Expeller got the results for me and I find that by feeding MoorMan's Poultry Minerals, my egg production has increased 50% and my fowls are in much better condition."

"I think the use of MoorMans Poultry Minerals has improved the quality and quantity of eggs received from my flock of 475 S. C. White Leghorns."

D. W. THOMAS,
306 So. West Ave., Eldorado, Ark.

"I want to tell you what our chickens are doing. I have just about the same number of hens I had last winter. In January last year, I sold 20 dozen eggs; this year I sold 162 dozen. I am feeding them just the same except that this year I am using MoorMan's Poultry Minerals in their morning feed. I am sure proud of our flock and the way they are doing."

MISS WINNIE DAVIS,
Merango, Iowa.

The MoorMan Way Makes Poultry Pay

Moor Man's Poultry Minerals Shortens Molting Period



IT HAS always been the common practice among poultrymen in culling their flocks to get rid of the early molters, because their experience has taught them that when a hen starts to molt she generally stops laying. Therefore, the belief has become quite general that the early molter is the least profitable bird.

Such is not always the case, and every season thousands of birds are sent to market which would have been profitable layers had they been fed correctly.

Here again is where the MoorMan Method has proven profitable to poultry raisers. A fowl that has been wormed with Clean-Sweep Worm Expeller and fed MoorMan's Poultry Minerals will go through the molting period *much better* and come out with a *great deal* more vitality.

MoorMan's Poultry Minerals has in it *all* the needed minerals that supply the hen with an abundance of bone, flesh and feather producing minerals that insure less loss of time and vitality in fowls during the molting period.



More Eggs ~ Better Health Greater Profits



MORE eggs, better health, greater profits—this, in a nut shell, is what the MoorMan Method means to your flock. These results are sure and certain—one season's feeding of MoorMan's Poultry Minerals and the use of MoorMan's CleanSweep Worm Expeller will clearly and fully demonstrate this fact to you.

More Eggs —

Greater egg production will result because, *first*, worms are expelled from the hens by MoorMan's CleanSweep, and MoorMan's Poultry Minerals helps to keep them out. Worm-infested hens cannot lay eggs as efficiently as a hen that is free from worms; *second*, more eggs will be produced because MoorMan's Poultry Minerals supplies *all* of the needed minerals, and in the proper proportions. An egg is about 11% minerals. A 4-pound hen producing 150 eggs gives off, in the eggs alone, minerals amounting to 60% of her total weight. Yet poultry feeds are so lacking in minerals that the birds cannot possibly eat enough to supply them with the large amount of minerals needed for big egg production. Each hen is expected to lay a profitable number of eggs, but she simply cannot do it unless you give her the right amount and kind of minerals. You can't expect her to produce eggs when you don't give her the raw material any more than you can get a crop of corn without planting seed.

Better Health —

When the worms have been expelled and kept out of your young pullets and they have been fed MoorMan's Poultry Minerals regularly, they will begin laying earlier, come through the molting period better, and all fowls will be in better laying condition.

When the worms are expelled and kept out, and *all* the minerals your ration now lacks have been supplied by feeding MoorMan's Poultry Minerals, every fowl will be in better health, will be more vigorous, and more resistant to disease. Hundreds of customers have had a very marked reduction in death loss when they followed the MoorMan Method, and their flocks do not have as much of the minor ailments as flocks not getting sufficient minerals.

Greater Profit —

These many different good results that your flock gets from the use of the MoorMan Method means sure and certain increased profit for you. If your flock is now making you money, using the MoorMan Method will positively make you *more* money. Don't delay — start the MoorMan Way today.

The MoorMan Way Makes Poultry Pay

MoorMan Method Boon to Turkey Raisers



WE know of no phase of poultry raising which requires so much knowledge of correct methods as turkey raising. Many thousands of farmers and poultry raisers have become discouraged after several attempts at raising turkeys, because it seems to be practically impossible to raise the young birds.

We believe a very large portion of the trouble, heretofore unavoidable in turkey raising, is due to a lack of minerals in their food. The ordinary feed given turkeys is lacking in minerals to a marked extent. This naturally produces eggs deficient in minerals and the young turkey is in a weakened condition at the very time it is hatched. Then when feed without enough minerals is given to it, there is no way for the bird to get a sufficient quantity of minerals for proper growth. If the feed is unusually deficient in minerals the whole system of the bird becomes starved for them and, of course, becomes weaker instead of stronger, and is more susceptible to diseases of all kinds.

MoorMan's Poultry Minerals has been developed to meet the mineral deficiency in poultry feeds. Many tests, with feeds, prove conclusively that adding MoorMan's Poultry Minerals to the feeds given turkeys makes a stronger bird—the hens will lay more eggs—the eggs will be more fertile and contain a greater amount of minerals which gets the young turkey started right—the young turkey will be healthier when hatched—and if they are fed MoorMan's Poultry Minerals from the very start, they will grow faster and be less susceptible to diseases of any kind.



*View of MoorMan Fed Turkeys Belonging to Mrs. W. R. Tuttle,
Fairview Turkey Farm, Paris, Ky.*

You need no longer have any doubt about successfully raising turkeys. If MoorMan's Poultry Minerals are fed according to instructions and the other recognized methods of turkey raising are practiced, there is no reason why you should not be able to realize a good profit from your turkeys with a minimum of time and trouble.

One of the outstanding cases in which MoorMan's Poultry Minerals have proven their value for turkeys is on the Fairview Turkey Farm, Paris, Kentucky, where hundreds of prize-winning turkeys are raised annually. Mrs. W. R. Tuttle, owner of this farm says:

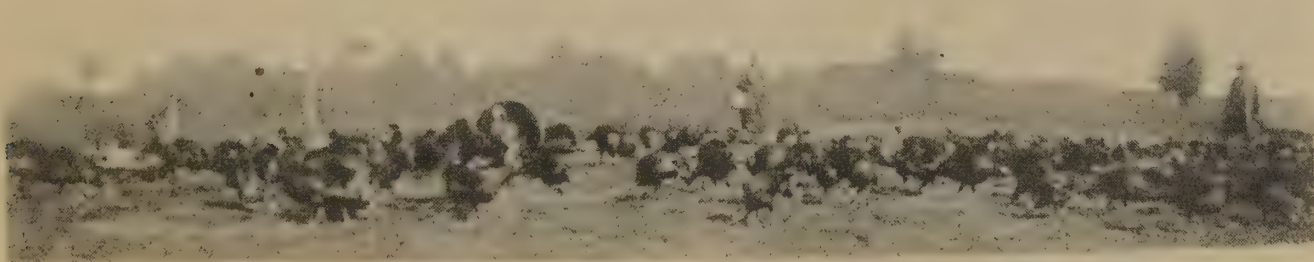


"I raised 300 turkeys from a hatch of 320 and attribute my success to MoorMan's Poultry Minerals. I feed it daily and recommend it very highly. I have also used your CleanSweep Worm Expeller for my turkeys and am so glad to tell you I am well pleased as to results. From the first treatment it got the worms; I feel sure there are no more left."

"I thought I eliminated the worms with your Poultry Minerals and did to some extent, but they all need to be treated with your CleanSweep, so there will be no doubt as to your knowing you have mastered all worm trouble."

"I can recommend both your Poultry Minerals and Worm Expeller to do all you say it will do."

Feed MoorMan's Poultry Minerals to your old turkeys and also to the young birds, for *reduced death loss* and *increased profits*, which this good product will do for you.



Another Picture of Mrs. Tuttle's Turkeys

Ducks and Geese

*Ducks and Geese
Can Be Kept With
Profit on Most
Farms*



MoorMan's Minerals have an important place in the feeding of ducks and geese. Ducks and geese literally crave minerals and how they do thrive and grow when this health-giving ingredient is made a part of their daily ration!

MoorMan's Poultry Minerals when fed to ducks and geese has the same beneficial effects as when fed to chickens. It produces more rapid, healthy growth—increases egg production of the layers, because of the better health and vitality of the fowl and also because it contains an abundance of the necessary minerals for making egg shells.

Also, the fertility and hatchability of eggs from ducks and geese that are fed MoorMan's Minerals are much greater.

Ducklings and goslings that are provided with MoorMan's Minerals grow better, mature quickly and repay you many times over for the small amount invested in MoorMan's Minerals.



Daily EGG Record Calendar

DATE	JAN.	FEB.	MAR.	APR.	MAY.	JUNE.
	NUMBER EGGS	NUMBER EGGS	NUMBER EGGS	NUMBER EGGS	NUMBER EGGS	NUMBER EGGS
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						
31						
TOTAL						

Daily EGG Record Calendar

DATE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
	NUMBER EGGS	NUMBER EGGS	NUMBER EGGS	NUMBER EGGS	NUMBER EGGS	NUMBER EGGS
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
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21						
22						
23						
24						
25						
26						
27						
28						
29						
30						
31						
TOTAL						

Weekly Receipts from EGGS and POULTRY

WEEK	RECEIPTS FROM EGGS		WEEK	RECEIPTS FROM EGGS		WEEK	RECEIPTS FROM POULTRY		WEEK	RECEIPTS FROM POULTRY	
	DOLLARS	CENTS		DOLLARS	CENTS		DOLLARS	CENTS		DOLLARS	CENTS
1			27			1			27		
2			28			2			28		
3			29			3			29		
4			30			4			30		
5			31			5			31		
6			32			6			32		
7			33			7			33		
8			34			8			34		
9			35			9			35		
10			36			10			36		
11			37			11			37		
12			38			12			38		
13			39			13			39		
14			40			14			40		
15			41			15			41		
16			42			16			42		
17			43			17			43		
18			44			18			44		
19			45			19			45		
20			46			20			46		
21			47			21			47		
22			48			22			48		
23			49			23			49		
24			50			24			50		
25			51			25			51		
26			52			26			52		
TOTAL											

MoorMan's Top Kream Minerals

(For Dairy Cows and Calves)

THERE is no animal on the farm to which the addition of minerals to their ration is more important than the dairy cow. Her business of producing milk and raising calves makes it absolutely necessary for her to give off an abundance of mineral, and unless this mineral is supplied to a larger extent than exists in any grain ration, her vitality and health are sure to be lowered and her milk production will not be what it could be. Hundreds of experiments and investigations throughout the entire country prove conclusively that dairy cows must have minerals.

Here is what the U. S. Department of Agriculture says in Bulletin No. 945: "Our results indicate that the milk-yield of the general herd at Beltsville, Md., has been reduced by an insufficiency either of lime or of phosphorous or both in the ration in spite of the fact that these rations contained more than the average proportion of lime and phosphorous and were fed in the amounts required according to feeding standards."

MoorMan's GroFast Minerals

Feed MoorMan's GroFast Minerals to your growing and grazing stock. It can also be fed to light home milkers that are on pasture.

It is very easily fed in feed boxes and self-feeders.



MoorMan's TopKream Minerals has been especially developed to best supply the needs of dairy cows and calves. Here are seven big benefits which MoorMan's TopKream Minerals will give your herd:

1. *Restores depleted mineral reserves.*
2. *Increases the palatability of all feeds to which it is added.*
3. *In many cases it immediately increases the milk flow.*
4. *Reduces costly replacement by keeping cows producing profitably for more years.*
5. *Helps produce large, strong-boned, well-haired, vigorous calves that are highly resistant to scours and other disorders.*
6. *Prevents goiter or "big-neck."*
7. *Helps prevent abortion, sterility, and all other diseases.*

There are so many good results that are sure to come to your cows and good profits to you that you owe it to your herd and to yourself to **BEGIN NOW** to feed MoorMan's TopKream Minerals.

The Cost Is Only 1c per Cow per Day

MoorMan's GroStrong Minerals For Horses and Mules

HORSES have served man faithfully since the beginning of time — they respond to good treatment in a way to make you proud, and put money in your pocket. Yet less attention is given to the scientific and economical feeding of horses and mules than any other farm stock. Many a farmer will carefully determine just what method of feeding will be best for his hogs or his dairy cattle and forget entirely that the same principles apply to his work animals.



You have probably noticed the great difference in the condition of horses on the farms in your neighborhood where the work required of them is practically the same. On some farms the horses are always in good flesh—full of pep and spirit, while on others they present a run-down appearance—poor in flesh and “sluggish.” The difference is due largely to proper and improper methods of feeding in which minerals play a very important part.

Because of the heavy work required of farm work horses; the excessive drain on the mother producing and suckling a colt; and because of the rapid growth of colts and young stock, combined with the low mineral content of their feeds, every one should be supplied with extra minerals of just the right kind.

MoorMan's GroStrong Minerals does that very thing—it is rich in the mineral elements, which the horse's system demands and craves, and which are lacking in corn, oats, hay, pasture and other feeds.

***Start AT ONCE to Feed MoorMan's GroStrong Minerals
IT WILL PAY YOU***

MoorMan's Dry Dip and Disinfectant Paint

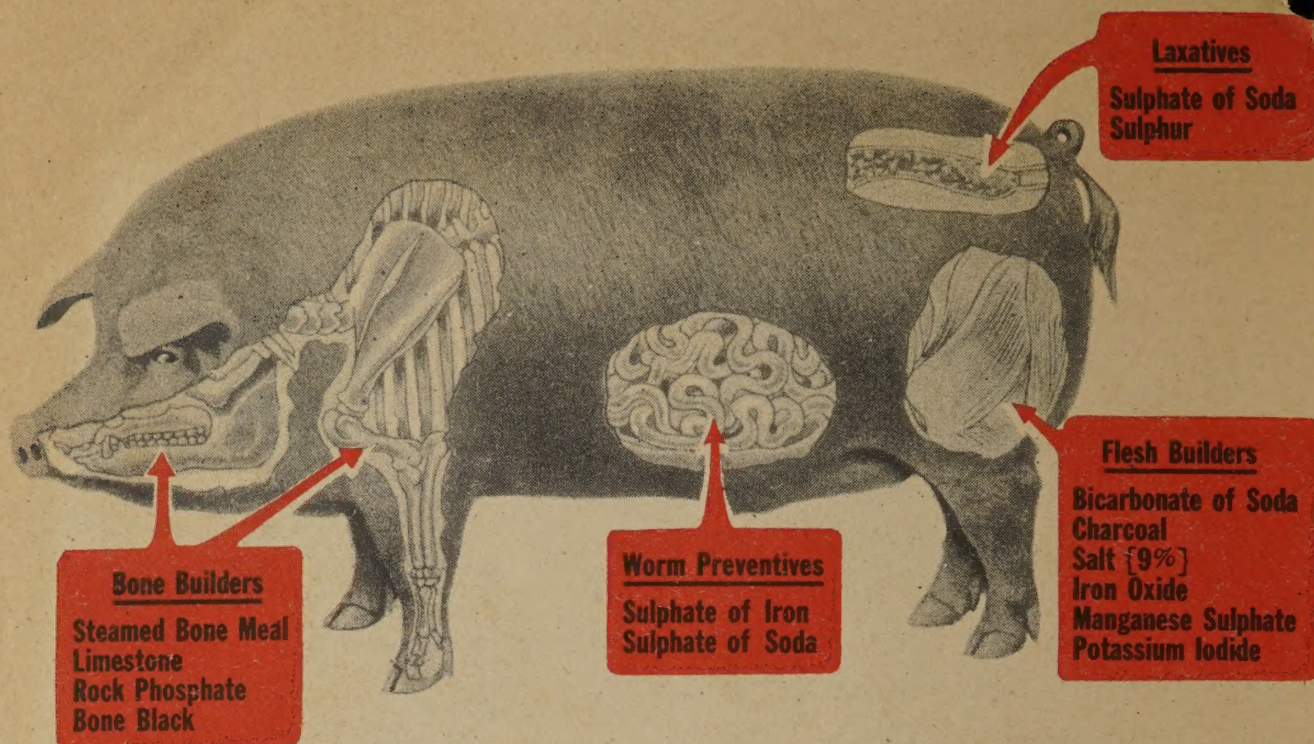
As the name implies, this product may be used in hog beds, hen's nests, hen houses and applied to the body of live stock and poultry, as a louse and mite powder, plus the big advantage of using it as a paint inside poultry houses, dairy barns, all out-buildings, basements and the like.

MoorMan's Dry Dip and Disinfectant Paint has strong disinfecting qualities as well as being efficient in helping to rid your poultry and live stock of lice and mites.

You will be perfectly satisfied and pleased with this product.

MoorMan's Stock Dip and Disinfectant

Everybody knows the big advantages of keeping live stock free from lice, mites and ticks. What a big saving in money and a satisfaction it is to see all live stock and poultry free of these profit-sapping parasites. In addition to solving these problems, this product may be used as a disinfectant about all the premises in quarters used by either live stock or poultry. Order it and use it freely.



MoorMan's Hog Minerals

ALL the common hog feeds are lacking in minerals. This fact is recognized by the U. S. Department of Agriculture and practically all of the State Experiment Stations. The U. S. Department of Agriculture says: "A balanced ration may furnish all the necessary feed nutrients, yet the system of the hog craves mineral matter. The mineral matter is not under control, and in order to make sure that the hogs have an abundant supply, free access should be given to a mineral mixture."

However, a mineral mixture, to produce the most economical hogs, must be *complete*. A mineral mixture that accomplishes just one thing may do some good but seldom enough good to produce any real profit.

MoorMan's Hog Minerals is *COMPLETE*. It contains the right kind and quality of minerals to balance all the feeds your hogs get and will in every case produce extra profits.

This Complete Mineral Mixture Will Give You Greatest Returns

You get many dollars in extra profit when you feed MoorMan's Hog Minerals, because it is the *COMPLETE* Mineral Mixture. MoorMan's Hog Minerals contains:

- four minerals which build bone and firm, solid flesh.
- six minerals which put on more flesh per bushel of feed.
- two minerals which prevent worm infestation.
- two minerals which keep the bowels in perfect condition.

Every mineral ingredient in MoorMan's Hog Minerals is of *KNOWN* quality and of *KNOWN* value—there is no "guesswork" about it—it is not a haphazard "desk-made" formula—the formula has been developed first by studying every mineral experiment made at the many State experimental stations; and second, practical tests made on thousands of hogs on our own experimental farm. That is just the reason why many hog men who have had only ordinary results with other mineral mixtures have found in MoorMan's *COMPLETE* Hog Minerals the key to Greater Hog Profits. MoorMan's Minerals Cost Less Because They Do More.

The Cost Is Low—Only ½c per Hog per Day